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# Inside Information

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of Agriculture

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and Public Affairs

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SERIALS CONTROL AND  
DOCUMENT RECORDS

SORRY, FOLKS, FOR THE ABSENCE, BUT...

SUSDA PUSHES AGRICULTURE IN THE CLASSROOMS

The editor of "Inside Information" sincerely apologizes for the long absence of weekly issues (last issue No. 24, 6/12/81).

Several excuses can be offered, such as preparation of an important Congressional report, out-of-town travel, limited staff, etc.

Instead, the editor pledges to maintain the flow of information to you with a minimum of interruptions in the future.

The many inquiries and expressions of concern about no recent issues of "Inside Information" during the last few weeks just says once again the importance of communications among information folks.

The calls and comments were appreciated and spur us to do better in the future.

--The Editor.

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## COPYRIGHT ACT VIOLATION SETTLED

Harper & Row has forced Tyco Copy Service, a firm which provides photocopying services near Yale University, to stop making multiple copies of copyrighted books unless it gets permission from copyright owners.

The settlement agreement, approved by a federal judge, also called for the copy service to post a set of "Agreement or Guidelines for Classroom Copying" developed in conjunction with the 1976 Copyright Act.

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Fact: Agriculture is vital to the national well-being.

Fact: Increasingly, decisions affecting the agricultural community are being made--or at least are heavily influenced by--the nonagricultural community.

Fact: Despite a vast outpouring of information by USDA and the agricultural sector, most people have little understanding of the significance of agriculture to the national economy.

Question: How do you create a better understanding of agriculture?

Answer: Get agricultural materials into the nation's elementary and high school curricula.

The USDA Special Programs Center in the Office of Governmental & Public Affairs is building a project aimed at providing the nation's schools with more information about the role of agriculture in the national economy.

Highlight of the project was a conference-workshop, held in Washington, D.C., June 11, which brought together 44 educators and representatives of major farm organizations.

The daylong session zeroed in on four themes: What is USDA doing for school audiences? What new things are happening around the country in teaching about agriculture? How to work with schools? What should USDA, educators and farm organizations do now?

After 8 hours of vigorous interaction, including a lunch break during which Secretary John R. Block joined the group to express his strong support for the project and its objectives, the participants recommended a series of follow-up actions:

(1) A central clearinghouse for school-directed information and projects on agriculture developed throughout the entire country.

(2) A task force selected from among

(continued on next page)



workshop participants to propose long and short-term national educational goals for agriculture; proposed guidelines for creating school directed agricultural education materials; and to propose techniques for making agriculture a part of school curricula at the state level.

(3) An annual workshop to continue efforts in agricultural education.

Claude Gifford, USDA acting assistant secretary for governmental and public affairs, was the workshop coordinator.

USDA agencies presenting their educational programs during the workshop included the Food Safety & Inspection Service, Forest Service and Soil Conservation Service.

Among the farm and educator organizations represented at the workshop were:

Agricultural Council of America, American Agriculture Movement, American Agri-Women, American Egg Board, American Farm Bureau Federation, American Institute of Cooperation, American National Cowbellers and American Soybean Association.

California Farm Bureau, Dairy Council of Metropolitan Washington, DC Association of School Libraries, Fairfax County (Va.) Public Schools, Fertilizer Institute and Future Farmers of America.

Illinois Council on Economic Education, Illinois Women in Agriculture, Iowa and Nebraska Departments of Agriculture, Maryland Department of Education and Maryland Farm Bureau.

National Agricultural Chemical Association, National Dairy Council, National Farmers Union, National Grange, National Livestock and Meat Board, Pennsylvania Center for Vocational Education, WIFE and Wheat Industry Council.

For additional information about the workshop and about the agricultural education project, contact Larry Marton, Office of Governmental & Public Affairs, Room 530-A USDA, Washington, DC 20250. Or call him at (202) 447-5505.

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MISSISSIPPI TO HOST ACE MEETING IN 1982

Biloxi, Miss., will be the site of the 1982 annual meeting of the Agricultural Communicators in Education.

ACE president-elect Ralph Ballew has asked that everyone make a note on their calendars for next year's conference, to be held at the Broadwater Hotel, July 4-7.

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New officers for the Agricultural Communicators in Education were installed at ACE's annual national meeting July 12-15 at Mackinac Island, Mich.

Named president was Eldon Fredericks, manager of extension and research information at Michigan State University, but currently on detail with USDA in Washington, D.C.

President-elect is Ralph Ballew, leader of extension information at Mississippi State University.

The new vice-president is JoAnn Pierce, associate editor in the editorial department of the Institute of Food & Agricultural Sciences at University of Florida.

Appointed as secretary-treasurer for ACE was Hal Taylor, former USDA public affairs director and now retired.

Also installed were three new members of ACE's seven-person board of directors.

They are: Don Esslinger, publications editor, University of Missouri, representing north central region; Patricia Loudon, USDA science and education information staff representing D.C. region; and C. Edward Bible editor of Polled Hereford World magazine and vice president of Polled Hereford Association, representing ACE associate members.

Fredericks succeeds Lorraine Kingdon, University of Arizona, as president.

Taylor succeeds Joe Marks, University of Missouri, as secretary-treasurer and coordinator of national headquarters.

About 385 persons from 41 states and a number of foreign countries attended the ACE conference at Mackinac Island.

One registrant came from the Philippines; another from Guam, via Tokyo. One came from Columbia, South America; another from Mexico.

Several participants were from the neighboring provinces of Canada.

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\* partment of Agriculture, Washington, \*  
\* DC 20250, or call (202) 447-7454. \*  
\* \* \* \* \*



## IOWA VIDEO SPECIALIST JOB ANNOUNCED

Iowa State University reports a vacancy announcement for a video communications specialist on the extension information staff.

The incumbent will serve as producer, writer and editor in producing short educational program inserts for use on television and other subsequent uses.

The incumbent also will help in advising and training of extension program staff in use of video in educational programming and on use of video hardware.

An MA or MS in journalism or telecommunications arts is required for the position.

Three years experience in planning and supervising production of television broadcast programs and in planning and producing educational modules also is required.

The person must be able to plan and coordinate work schedules of specialists and photographers under deadline pressure.

Salary offered is commensurate with professional experience and training, with minimum at \$18,100 per year.

Interested persons should send letter of application and an up-to-date resume by mid-August to Leon E. Thompson, Extension Editor, 103 Morrill Hall, Iowa State University, Ames, IA 50011.

Or call (515) 4923.

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## USDA INFORMATION INTERN SEEKING POSITION

A cooperative education student intern completing her internship with the Northeast regional information office administered by USDA's Agricultural Marketing Service is seeking permanent position.

Lynne Morrison, graduate of Rutgers University's Cook College, with a B.A. in communications, is primarily interested in a position which would involve broadcasting work.

During her two years with USDA, she has been primarily responsible for putting together the office's daily audio news report for broadcasters.

One of her hobbies is photography.

Morrison is willing to relocate any place in the United States.

She may be reached by writing to the Northeast Information Office, USDA Agricultural Marketing Service, 26 Federal Plaza, Room 1653, New York, NY 10278.

Or call (212) 264-1145.

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## VIRGINIA TECH HIRING EXTENSION INFO HEAD

The Virginia Cooperative Extension Service is searching for applicants to fill the job of information director.

Bill Walker, director of educational communications at Virginia Tech, says that they are trying to attract top quality candidates to apply for the position.

The Virginia extension information head is responsible for designing, planning and implementing a comprehensive communications program as an integral part of the Virginia Cooperative Extension Service.

By directing the staff of four professionals and with the help of Virginia Tech's media services, the leader will use all appropriate media to further the extension mission in Virginia, according to the vacancy announcement.

A master's degree is preferred. Applicants should have completed a relevant college program.

Extensive progressively responsible experience in journalism or communications is required.

Experience in a cooperative extension information effort and supervisory experience are highly desirable.

Excellent written and verbal communications skills and thorough knowledge of all media are required.

Rush applications to Linda Woodard, reference Job. No. 616, Employee Relations Office, Virginia Tech, Blacksburg, VA 24061.

Further details are available from Bill Walker at (703) 961-6866.

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## NEW PENN STATE NEWS EDITOR APPOINTED

Gary R. Peterson has been appointed extension news editor in the department of agricultural communications at Penn State University.

He had been serving in an acting capacity while Elwood Mintz was editing the USDA extension disaster manual.

Peterson served as a Peace Corps volunteer in Thailand after graduating from Penn State in 1971.

After completing his Peace Corps assignment, he remained in Southeast Asia as a reporter for a British newspaper service and later as a public information officer for the United Nation's Economic Council for Asia and Pacific.

Before joining the Penn State agricultural communications staff, Peterson worked as a reporter for the Altoona (Pa.) MIRROR.

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## AGRICULTURAL COMMUNICATORS HONORED

A dozen agricultural communicators were honored during the annual meeting of the Agricultural Communicators in Education July 12-15 at Mackinac Island, Mich.

The professional ACE award, the top award presented to an ACE member, went to Mason E. Miller, communications specialist with USDA's Cooperative State Research Service in Washington, D.C.

The Reuben Brigham award, highest honor bestowed by ACE on a nonmember, went to Fred I. Jones, vice president of Richardson, Myers and Donofrio, Inc., of Baltimore, Md.

Media awards of excellence were given to three ACE members whose media careers have exhibited high professional standards.

They are Jim Griffith, manager of visual communications group at Cornell University, for graphic design; Jim Johnson acting public affairs director for broadcasting and film services at USDA, for radio-television; and Chester Unruh, publications editor at Kansas State University, for publications.

Pioneer ACE awards were presented to five members under 36 years of age whose professional contributions demonstrate communications excellence.

They are David King, assistant editor at the agricultural experiment station, Oregon State University; Karen Lilly, artist at University of Minnesota; Curtis MacKail, communications specialist at the University of New Hampshire; Garvin Quinn, radio-TV-film specialist at University of Kentucky; and Terry Walsh, public information specialist with USDA's Agricultural Marketing Service in Washington, D.C.

The ACE service award was presented to Joe Marks, agricultural news director at the University of Missouri, who served as ACE coordinator and secretary-treasurer for the past three years.

Award for best article in ACE QUARTERLY magazine went to Gary Vacin, extension information head at Kansas State University.

## PENNSYLVANIA NEWS EDITOR RETIRES

Elwood Mintz, extension news editor and assistant professor of agricultural extension at Pennsylvania State University is retiring after 19 years service.

During the past year Mintz served as revision editor of the "Disaster Handbook for Extension Agents," a USDA project.

## ISNAR SEARCHING FOR INFORMATION HELPER

The International Service for National Agricultural Research (ISNAR) is looking for an administrative assistant for information handling.

Bob Kern, ISNAR communications officer says this is an entry type position.

Focus of the work will be on literature resource collections related to agricultural research management.

The position is located in The Hague, Netherlands, at a base salary of \$16,000 per year.

Other benefits include a housing allowance, allowance for children, paid vacation, cost-of-living allowance and certain income tax benefits.

Interested persons should contact Dr. Robert Kern, Communications Officer, ISNAR, P.O. Box 93375, 2509 AJ, The Hague, Netherlands.

## EDITOR POSITION ANNOUNCED IN WASHINGTON

USDA's Forest Service has announced an opening for an editor, GS-9 or GS-11, in its Office of Information in Washington, D.C.

The incumbent reviews and edits manuscripts and conforms them to accepted standards.

To apply, submit current SF-171 and a performance appraisal no later than Aug. 17 to Lois Waller, Personnel Management, Forest Service, P.O. Box 2417, Washington, DC 20013.

## SIX ACT AWARD WINNERS ANNOUNCED

The Agricultural Communicators of Tomorrow announced a number of award winners at the ACT 1981 conference held in conjunction with the Agricultural Communicators in Education at Mackinac Island, Mich., recently.

First place honors went to Kurt Beckstrom, Michigan State University, for best feature article; Valerie Cocking, Michigan State University, for best black and white photo series; Mark Hays, Oklahoma State University, for best editorial; Craig Pessman, University of Illinois, for best single color photo; and Laurie Vial, University of Illinois, for best single black and white photo.

ACT members from Ohio State University won first place honors for their magazine, the Buckeye Triune.